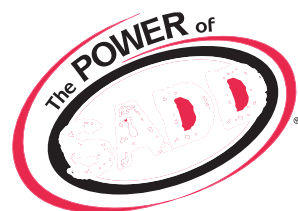


Think
about
it...



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The **Think About It...** campaign is funded by NHTSA (National Highway Traffic Safety Administration).

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What is NHTSA?

The **National Highway Traffic Safety Administration (NHTSA)** is responsible for reducing deaths, injuries and economic losses resulting from motor vehicle crashes. These goals are accomplished by setting and enforcing safety performance standards for motor vehicles and motor vehicle equipment, and by awarding grants to state and local governments to enable them to conduct effective local highway safety programs.

NHTSA investigates safety defects in motor vehicles, sets and enforces fuel economy standards, helps states and local communities reduce the threat of drunk drivers, promotes the use of safety belts, child safety seats and air bags, investigates odometer fraud, establishes and enforces vehicle anti-theft regulations and provides consumer information on motor vehicle safety topics.

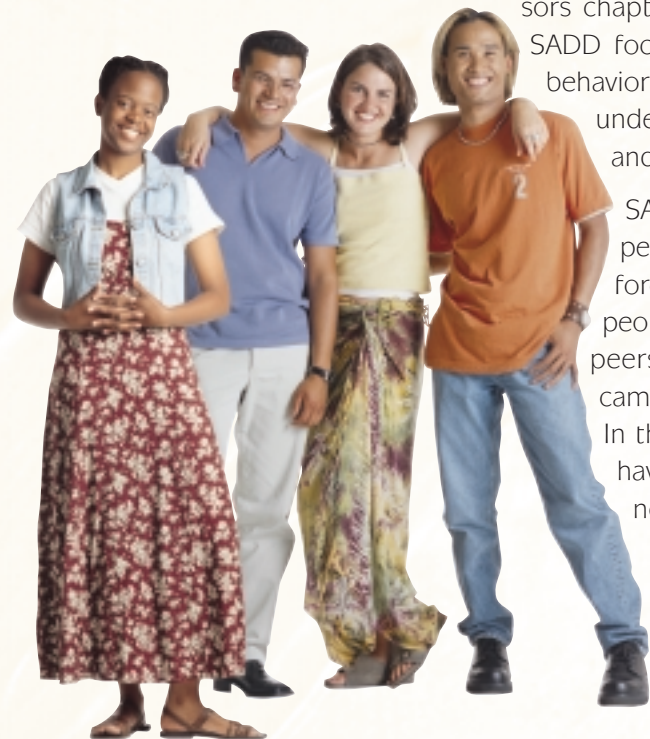
NHTSA also conducts research on driver behavior and traffic safety to develop the most efficient and effective means of bringing about safety improvements.

NHTSA has sponsored the **Think About It...** campaigns as part of its commitment to reduce youth fatalities and injuries due to underage drinking and impaired driving.

What is SADD?

Over the last 20 years, SADD has empowered young people to lead education and prevention initiatives within their schools and communities. Founded as Students Against Driving Drunk in 1981 in Wayland, Massachusetts, SADD has grown to become the nation's dominant peer-to-peer youth prevention organization with thousands of chapters in middle schools, high schools and colleges. In 1997, in response to requests from SADD students themselves, SADD expanded its mission and name and now sponsors chapters called **Students Against Destructive Decisions**. Today SADD focuses on education about and prevention of all destructive behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, impaired driving, violence and suicide.

SADD was founded on the simple philosophy that young people, empowered to help each other, are the most effective force in prevention. SADD's unique approach involves young people delivering education and prevention messages to their peers through school and communitywide activities and campaigns responsive to the needs of their particular locations. In the last 20 years, teenage deaths due to drinking and driving have decreased by more than 60%, so that impaired driving is no longer the number one killer of teenagers.



What Are the **Think About It...** Campaigns?

In 2001, SADD National and NHTSA entered into a cooperative agreement to develop four campaigns to be used by high school SADD chapters to make young people's lives safer. Intended to combat underage drinking, other drug use, and impaired driving, these campaigns will be launched throughout the year at times when teens are most at risk and most open to hearing a positive message.

Think About It... New Year's Eve: The Power of Commitment will give students the tools to plan exciting all-night, substance-free New Year's Eve celebrations. SADD chapters will take the lead in organizing this activity for their school communities by getting support from parents, teachers, local law enforcement, businesses and media. This campaign will help students to start the New Year by resolving to be safe and by providing a fun, supervised alternative to potentially dangerous situations.

Think About It... Spring Break: The Power of Teamwork will be launched in schools prior to and during spring vacations. This campaign will feature alternative activities in conjunction with National Youth Service Day. The goal of this campaign is to emphasize the value of teamwork in promoting safe decision-making and in helping others.

Think About It... Summer Waves: The Power of Communication will launch a nationwide media campaign during the summer months when it can be difficult for SADD chapters to reach teens. Summer Waves will target teens as they take part in a variety of summer activities. By encouraging students to make safe decisions during this unstructured but busy time of year, we hope to reduce the number of summer-time alcohol-related deaths among youth.

Think About It... September Startup: The Power of Friendship will be launched nationally during the last week of September. By emphasizing shared responsibility among students for their decisions and for the decisions of their friends, this campaign will encourage teens to consider the effect their choices will have on others. This campaign will focus on safety belt awareness, communication with family, and positive peer pressure.

The Power of SADD Power Pledge encourages students to commit to making the following choices for safety:

- Support SADD's "No Use" Policy for drugs and alcohol
- Never ride with an impaired driver
- Drive safely
- Work as part of a team to spread this message
- Communicate with friends and family
- Encourage friends to do the same

Rather than telling teens what not to do, the **Think About It...** campaigns put the responsibility back on teens themselves to learn the facts, make the best decision and then help their friends to do the same. SADD believes in the power of young people and their ability to make good, intelligent decisions. SADD encourages everyone to just **Think About It...**